

KANO ELICITATION PLAN

Phase	Technique & artefact	Stakeholders	Kano goal
P1	Semi-structured interviews	3 students, 2 staff drivers	Discover dissatisfiers
P2	Online Kano survey (≥ 30 responses;)	campus community	Quantify satisfiers and delighters
P3	Card-sorting + storyboards workshop	Parking, IT, Safety staff	Reveal hidden delighters
P4	Mining smart parking & ride logs	Security department	Set realistic performance baselines
P5	Competitive teardown (Grab, Kumpool, Indrive)	-	indifferent features

KAN

NUM	Candidate Requirement	Kano Category	Rationale
1	Log in with campus SSO before using any feature	Dissatisfier	Basic security expectation
2	Show driver name and licence plate before confirmation	Dissatisfier	Essential safety cue
3	Match riders and drivers based on route/time preferences	Satisfier	Better match directly boosts happiness
4	Display current parking availability to drivers	Satisfier	Up-to-date info improves convenience
5	Let users pay electronically in the app	Satisfier	Cash-free flow is valued
6	Award badges for sharing rides and saving fuel	Delighter	Adds fun and recognition
7	Offer quick reply stickers in the in app chat	Delighter	Unexpected social perk
8	Suggest the “greenest” route when possible	Delighter	Surprising eco benefit
9	Allow custom car icon colours on the map	Indifferent	Style choice, little impact
10	Force users to watch ads before booking	Reverse	Creates frustration